

Director of Marketing and Communications

Reports to: Chief Operating Officer

Status: Full-time, exempt

Hours: M-F, 9-5p (flexible as needed to meet deadlines or attend meetings or special events)

Supervises: Assistant Director of Marketing, Creative Director, and Multi Media Coordinator.

Director of Marketing and Communications

Shape the Story. Amplify the Experience. Inspire a Community.

The Peoria Riverfront Museum—**the only multidisciplinary museum of its kind in the nation**—is seeking a bold, strategic, and creative leader to serve as our next **Director of Marketing and Communications**.

This is not simply a marketing role. It is an opportunity to shape the voice and visibility of a dynamic cultural institution that seamlessly integrates **art, science, history, achievement, and cinema** under one roof. The Director will champion our brand, energize our audiences, and position the Museum as an essential cultural destination locally, regionally, and nationally.

If you are a visionary storyteller who thrives at the intersection of strategy, creativity, and leadership—this is your stage.

Position Summary

The Director of Marketing and Communications leads the development and execution of the Museum's comprehensive external marketing and communications strategy. This role drives brand awareness, audience engagement, attendance growth, media visibility, and revenue support.

Reporting to the Chief Operating Officer, the Director oversees media relations, advertising, digital strategy, website management, social media, graphic design, and all external communications. The role also leads the marketing team, manages budgets, evaluates campaign performance, and ensures that every public-facing message reflects the excellence and innovation of the Museum.

What You'll Do

Strategic Leadership

- Develop and execute an integrated marketing and communications strategy that strengthens the Museum's brand and expands its reach.
- Elevate awareness of exhibitions, Giant Screen films, educational programs, events, and community initiatives.
- Identify and engage key stakeholder audiences, influencers, and partners to deepen community connection.

Brand and Content Excellence

- Lead the creation and curation of compelling content across print, digital, video, and social platforms.

- Oversee production of brochures, publications, website content, social campaigns, signage, photography, and multimedia assets.
- Ensure brand consistency and high visual standards across all channels.

Digital and Media Presence

- Manage the Museum’s website strategy, design, and maintenance to ensure a dynamic and user-friendly experience.
- Drive social media engagement and digital storytelling initiatives.
- Cultivate strong relationships with local, regional, and national media to secure impactful coverage.

Advertising and Vendor Management

- Strategically purchase and manage advertising across traditional and digital platforms.
- Oversee relationships with creative agencies, designers, printers, and other vendors.

Measurement and Impact

- Implement evaluation tools to measure marketing effectiveness.
- Analyze data, interpret campaign results, and adjust strategy for maximum impact.
- Align marketing performance with institutional goals for attendance, membership, and revenue.

Team and Department Leadership

- Lead a highly-functioning team and oversee day-to-day operations of the Marketing and Communications Department.
- Lead budgeting, planning, staff supervision, and professional development.
- Collaborate with the COO and Director of Finance to develop and manage the annual marketing budget.

Who You Are

You are both strategist and storyteller. You understand how to translate mission into message and ideas into action. You thrive in fast-paced, creative environments and bring energy, organization, and leadership to everything you do.

Qualifications

- Bachelor’s degree required (Journalism, Communications, Marketing, or related field preferred)
- Minimum five years of experience writing and editing across print and digital platforms
- Demonstrated success developing and implementing marketing strategies with measurable results
- Exceptional writing, editing, and visual storytelling skills
- Strong knowledge of local, regional, and national media landscapes
- Experience managing advertising and vendor relationships
- Ability to evaluate and integrate innovative media technologies
- Strong project management skills with the ability to prioritize and meet deadlines

- Collaborative leadership style with supervisory experience preferred
- Nonprofit experience preferred
- Proficiency in Microsoft Office and standard business applications

Work Environment and Physical Requirements

- Full-time schedule including evenings, weekends, and some holidays
- Ability to communicate effectively in person and by phone
- Ability to use computers and general office equipment
- Manual dexterity for extended computer use
- Ability to lift up to 30 pounds occasionally
- Visual acuity for reviewing detailed creative work
- Ability to travel as needed

Why Join the Peoria Riverfront Museum?

The Peoria Riverfront Museum is a cultural catalyst creating transformative experiences for our community. As the only museum in the country to unite art, science, history, and achievement in a single institution of its scale, we are redefining what a museum can be.

As Director of Marketing and Communications, you will not just promote programs—you will help shape the cultural narrative of an entire region.

If you are ready to lead boldly, think creatively, and make measurable impact, we invite you to apply.

Reviewed by: _____ Date: _____
(Employee signature)